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CONSUMER PURCHASES OF

CURRENT SERIAL RECORDS

CITRUS

• Fruit

• Juices

• Drinks

AND OTHER PRODUCTS

CPFJ-165

U. S. DEPARTMENT OF AGRICULTURE
Economic Research Service in Cooperation
with the Florida Citrus Commission

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

September 1966

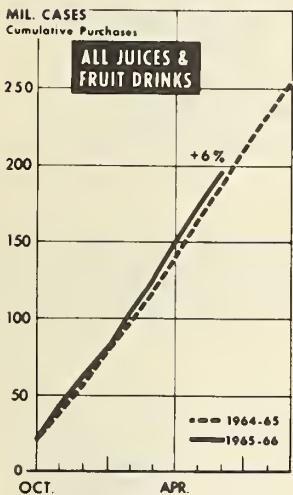
CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,
DRINKS, AND OTHER PRODUCTS
APRIL-JUNE 1966

By Vernice C. Mitchell
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

Consumer purchases of reported fruit juices and fruit drinks averaged 23.2 million cases (single-strength equivalent) per month in April-June, to about equal the unusually high level recorded for the same quarter of 1965. However, prices paid and total consumer outlay were slightly lower.



Purchases of frozen concentrated orange juice declined 4 percent from a year earlier. Fewer families bought, and the average size of purchase was small, even though prices paid remained the same as a year earlier.

In contrast, purchases of chilled orange juice increased 29 percent, and those of canned single-strength orange juice were up 20 percent. These products rose substantially in both the number of families buying and in the average size of purchase, but remained more expensive per 6-ounce serving than frozen concentrated orange juice.

Purchases of canned grapefruit juice dropped 8 percent and prices rose 16 percent. Prune juice purchases declined 7 percent to the lowest volume in more than a year, while prices were about the same. Household use of other noncitrus juices increased 5 percent as prices paid dropped slightly.

The market for frozen concentrated fruit drinks continued slow, due to fewer families buying. On the other hand, purchases of canned single-strength drinks rose 9 percent to the highest level in more than a year. Prices paid for fruit drinks were slightly lower than a year earlier.

October-June cumulative purchases of fruit juices and drinks were up 6 percent--10.4 million cases--from the same 9-month period of 1964/65. (See figure in margin.)

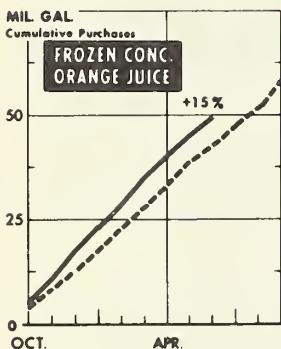
Retail sales of canned grapefruit sections increased 14 percent, but purchases of chilled citrus salads and sections were slightly lower than a year earlier. Use of fresh oranges increased 9 percent, and prices were off slightly. However, purchases of fresh grapefruit were down 7 percent, and prices rose 11 percent.

Total consumer expenditures for reported juices, drinks, and fruits averaged \$102.6 million per month in April-June, and were just above the year-earlier level.

FROZEN CONCENTRATED JUICES

Slight Decline in Frozen Concentrated Orange Juice Market

Consumer purchases of frozen concentrated orange juice in April-June 1966 were off slightly from a year earlier. The loss was due to a modest decline in the proportion of families buying, along with a decrease in the average size of purchase. (See tables 1, 16-19 and figs. 7-9.)

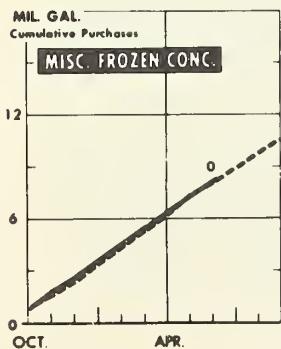


The product's share of the household market for fruit juices and drinks dropped to 25.5 percent from 26.6 percent a year earlier.

Prices paid in April-June were about the same as a year earlier--18.4 cents per 6-ounce can. Even so, expenditures per buying family were slightly lower, and total consumer outlay declined 5 percent.

October-June cumulative purchases were up 15 percent--6.3 million gallons--from corresponding months of the preceding year. The increase reflected strong retail movement between October and March. (See figure in margin.)

Fewer Families Buy Miscellaneous Frozen Concentrates



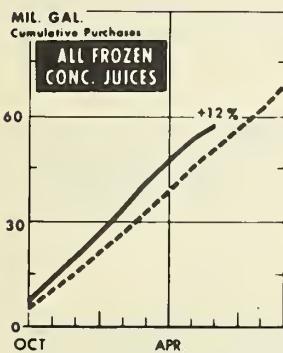
April-June purchases of miscellaneous frozen concentrated juices, such as grape, pineapple, and blends, were off 7 percent--196,000 gallons--from the same period a year earlier, and were 25 percent below the peak level of April-June 1962-63. (See tables 8, 16-19 and fig. 8.)

The decrease was attributed to a decline in the proportion of families buying. The average size of purchase remained the same as a year earlier.

Prices paid in April-June were off 5 percent from the corresponding period of 1965 to 19.0 cents per 6-ounce can. Prices have held close to this level for 12 months. However, miscellaneous frozen concentrates have been more expensive than frozen concentrated orange juice since January-March 1965.

Market for Frozen Concentrates Declines

The total quantity of all frozen concentrated juices purchased for household use in April-June was slightly lower than a year earlier, since fewer families bought. The frozen concentrates' share of the household market for fruit juices and drinks dropped from 31.2 percent to 29.7 percent. (See tables 9, 18 and 19, and figs. 7 and 9.)



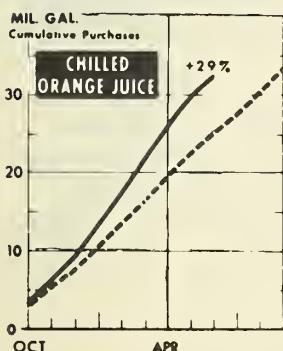
Consumers paid almost the same prices in April-June as in the same quarter of the preceding year--18.4 cents per 6-ounce can. Nevertheless, total consumer outlay declined 6 percent, or \$4.5 million.

October-June cumulative purchases were up 12 percent--6.3 million gallons--from the same months of 1964/65, cumulative consumer outlay dropped 7 percent, or \$15.9 million.

SINGLE-STRENGTH JUICES

Chilled Orange Juice Market Continues to Expand

Consumer purchases of chilled orange juice in April-June 1966 were well above the volume of the same quarter of 1965, increasing 29 percent, or 2.5 million gallons. The total quantity for the quarter was within 8 percent of the peak level of January-March 1966. (See tables 2, 16-19 and figs. 7-9.)



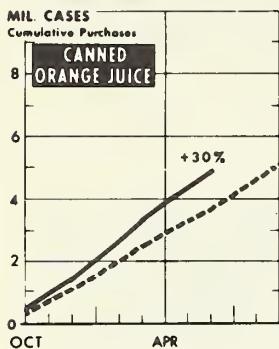
Sharp gains were made in the proportion of families buying, as well as in the average size of purchase. For the 7.1 percent of the Nation's families that bought, the size of purchase increased 11 percent to 3.5 quarts per month.

Retail prices were off 6 percent to 40.3 cents per quart. Nevertheless, since larger quantities were bought, total consumer outlay rose 22 percent, or \$3.2 million, from a year earlier.

Furthermore, October-June cumulative purchases exceeded the corresponding period of 1964/65 by 29 percent, or 7.4 million gallons. (See figure in margin.) Cumulative expenditures increased 15 percent, or \$6.8 million.

More Families Purchase Canned Orange Juice

Retail sales of canned single-strength orange juice in April-June were up 20 percent, or 260,000 cases, from the same quarter in 1965. (See tables 3, 16-19 and figs. 7-9.)



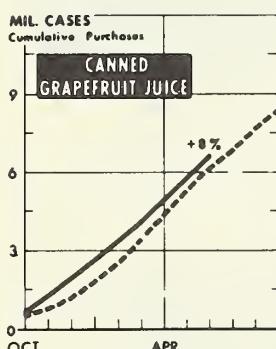
Most of the gain was due to a sharp increase in the proportion of families buying. There also was a moderate rise in the average size of purchase.

Prices paid were down 13 percent to 39.6 cents per 46-ounce can. Expenditures per buying family declined slightly. Nevertheless, since more families bought, total consumer outlay increased modestly.

Cumulative purchases for October-June increased 30 percent, or 1.1 million cases, from the same period in 1964/65.

Retail Movement of Canned Grapefruit Juice Slackens

Fewer families purchased canned single-strength grapefruit juice in April-June than in the same quarter a year earlier, and the average size of purchase declined moderately. As a result, retail sales were off 8 percent, and the product's share of market was slightly lower. (See tables 4, 16-19 and figs. 7-9.)



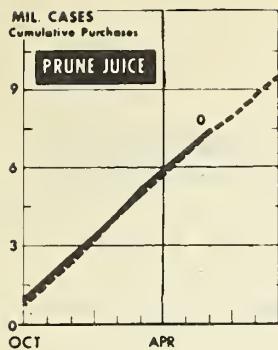
Nevertheless, purchases were moderately larger than the 1957-61 average for the quarter and the third largest in 5 years.

Consumers paid more for grapefruit juice in April-June than in the same quarter a year earlier--a 16-percent increase to 39.2 cents per 46-ounce can. Expenditures per buying family were up 10 cents per month, and total consumer outlay increased 7 percent, or \$569,000.

This was the second quarter in succession that purchases failed to measure up to year-earlier levels. Nevertheless, because of heavy buying in October-December, cumulative purchases through June were up 8 percent, or 458,000 cases.

Moderate Decline in Prune Juice Purchases

The purchase volume of prune juice in April-June was off 7 percent--164,000 cases--from a year earlier. The decline was due to fewer families buying, as the number dropped to a 2-year low. The size of purchase per buying family, however, held at 2.5 quarts per month. (See tables 5, 16-19 and figs. 7-9.)



Consumers paid slightly lower prices in April-June than in the same quarter a year earlier. Since purchases and prices were both lower, total consumer outlay declined 9 percent, or \$1.1 million.

October-June cumulative purchases were almost equal to the volume of corresponding months of 1964/65, but cumulative expenditures were slightly off. (See figure in margin.)

Upturn in Other Canned Juice Purchases

April-June purchases of all other canned single-strength juices, such as apple, grape, pineapple, tomato, and blends, were up 5 percent--603,000 cases--from a year earlier. April-June and the preceding quarter were the first periods to exceed year-earlier levels in the past 2-1/2 years. (See tables 7, 16-19 and figs. 7-9.)

Slight gains in both the proportion of families buying and in the average size of purchase accounted for the rise in purchases.

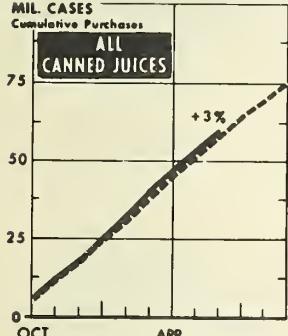
Prices paid in April-June declined slightly from a year earlier. Expenditure per buying family remained the same. However, total consumer outlay increased slightly.

Mild Increase in Total Canned Juice Purchases

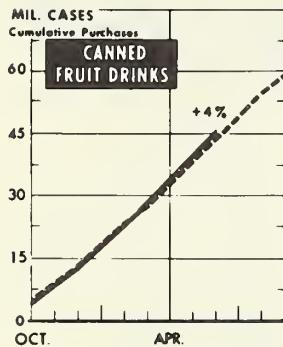
The total quantity of canned single-strength juice purchased in April-June was up 3 percent from a year earlier, as prices paid remained about the same at 35.6 cents per 46-ounce can. (See tables 11, 16-19 and figs. 7-9.)

The increase in retail sales was entirely due to stronger movement of canned orange and miscellaneous juices.

Cumulative purchases for the reporting year that began in October were also up 3 percent from the same 9-month period of 1964/65. (See figure in margin.)



Increase Use of Canned Single-Strength Fruit Drinks

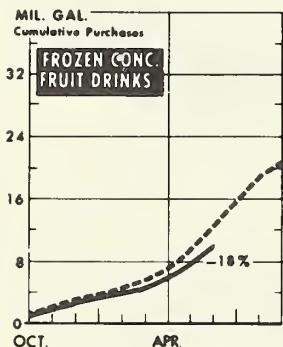


Consumers bought larger quantities of canned single-strength fruit drinks in April-June than a year earlier--up 9 percent, or 1.5 million cases. The gain was accounted for by a sizable increase in the proportion of families buying, plus a 3 percent rise in the average size of purchase. Purchase size reached a new high of 3.7 cans per month. (See tables 12, 15-19 and figs. 7-9.)

Housewives paid 29.7 cents per 46-ounce can in April-June, which was 3 percent less than the price level of the same quarter a year earlier. Expenditures per buying family remained the same, but total consumer outlay increased 6 percent, or \$2.8 million.

Cumulative purchases for October-June were up 4 percent, or 1.8 million cases, from corresponding months of 1964/65. (See figure in margin.)

Frozen Fruit Drinks Lack Buyers



Retail sales of frozen concentrated fruit drinks in April-June were off 16 percent--1.1 million gallons--from the year-earlier volume. Since purchases have been slow throughout 1965/66, cumulative purchases were down 18 percent, or 2.2 million gallons. (See tables 9, 15-19 and figs. 7 and 9.)

Prices paid were off 4 percent to 10.7 cents per 6-ounce can. These drinks were the least expensive of reported juices and drinks. Despite this incentive, fewer families bought, and total consumer outlay declined 18 percent, or \$3.0 million.

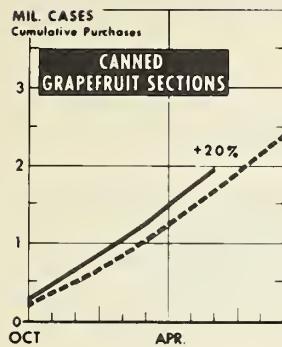
CITRUS SECTIONS AND SALADS

Many More Families Buy Canned Grapefruit Sections

Household use of canned grapefruit sections in April-June increased 14 percent--85,000 cases--from a year earlier. (See tables 6, 17-19 and figs. 7-9.)

1/ These frozen concentrated and canned single-strength fruit drinks include a wide variety of noncarbonated fruit drinks, ades, and punches; items marketed in glass or cartons are excluded. Fruit drinks differ from fruit juices in that they contain water and other additives.

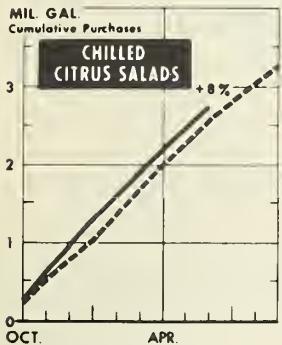
The gain was attributed to a sharp rise in the proportion of families buying, which more than offset a slight decline in the average size of purchase. The 3.6 percent of the Nation's families that bought was the largest in 3 years.



Prices paid during the quarter remained about the same as in April-June 1965 at 25.0 cents per No. 303 can. Expenditures per buying family were off slightly, but since many more families bought, total consumer outlay increased substantially.

October-June cumulative purchases rose 20 percent--3.2 million cases--above corresponding months of 1964/65. (See figure in margin.) Cumulative expenditures were up 13 percent.

Buyers Bought Less Chilled Salads and Sections



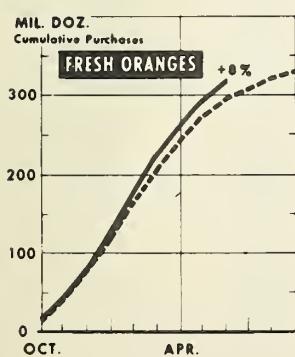
April-June purchases of chilled citrus salads and sections were slightly lower than a year earlier. The number of families buying remained the same, but the size of purchase per buying family was moderately lower. (See tables 10 and 17-19.)

the same quarter a year earlier. Expenditures per buying family dropped moderately to 93 cents per month. Total consumer outlay was slightly off.

October-June cumulative purchases were up 8 percent--195,000 gallons--from the same months of 1964/65. Cumulative expenditures increased 4 percent.

FRESH ORANGES AND GRAPEFRUIT

Fresh Oranges Bought in Larger Quantities

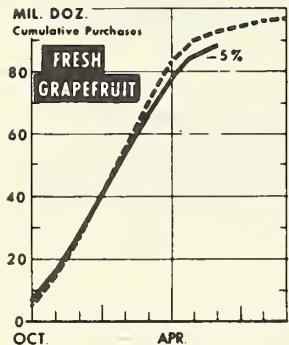


Household purchases of fresh oranges in April-June rose 9 percent--8.2 million dozen--above the same months of 1965, and were the largest for the quarter in 4 years. The gain reflected a moderate rise in the average size of purchase, along with some increase in the number of families buying.

Prices paid in April-June were down 7 percent from a year earlier to 59.2 cents per dozen. However, because of larger purchases, expenditures per buying family remained at \$1.09 per month. Total consumer outlay increased slightly.

October-June cumulative purchases were up 8 percent--23.1 million dozen--from corresponding months of 1964/65. (See figure in margin.) However, cumulative expenditures declined moderately.

Fresh Grapefruit Purchases Decline for Second Quarter in Succession



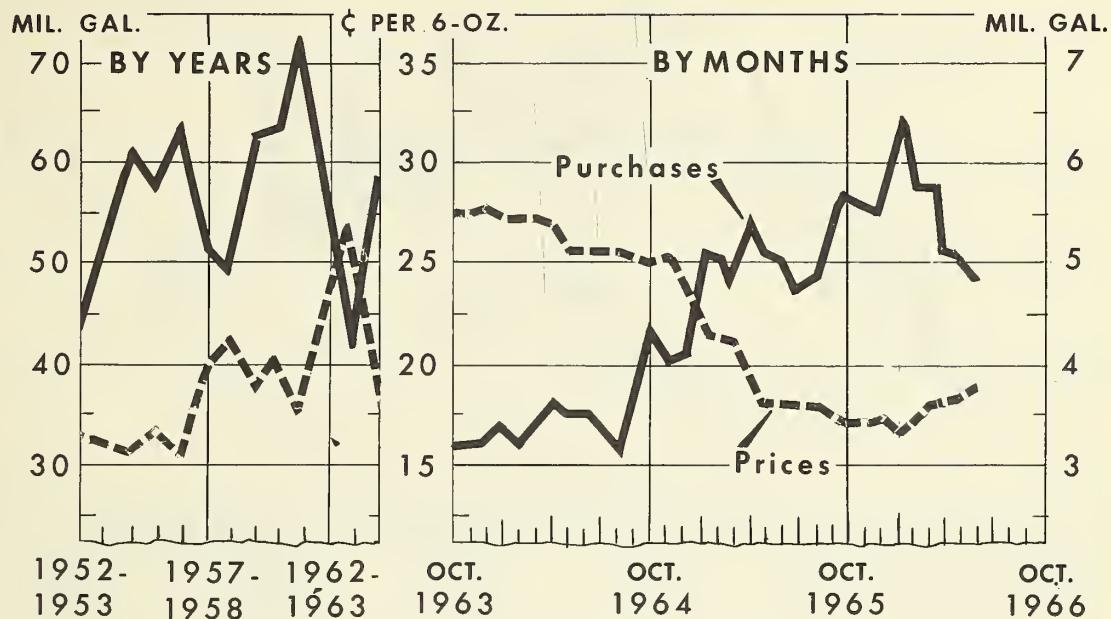
Purchases of fresh grapefruit in April-June were down 7 percent, or 1.6 million dozen, from a year earlier. This loss resulted from sharp declines in the proportion of families buying, coupled with a moderate reduction in the average size of purchase. (See tables 14, 17-19 and figs. 7-9.)

April-June prices were up 11 percent to \$1.30 per dozen from a year earlier. Expenditures per buying family and total consumer outlay were up moderately.

October-June cumulative purchases declined 5 percent--4.9 million dozen--from the same months a year earlier, while cumulative expenditures held about the same.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U.S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537 ECONOMIC RESEARCH SERVICE

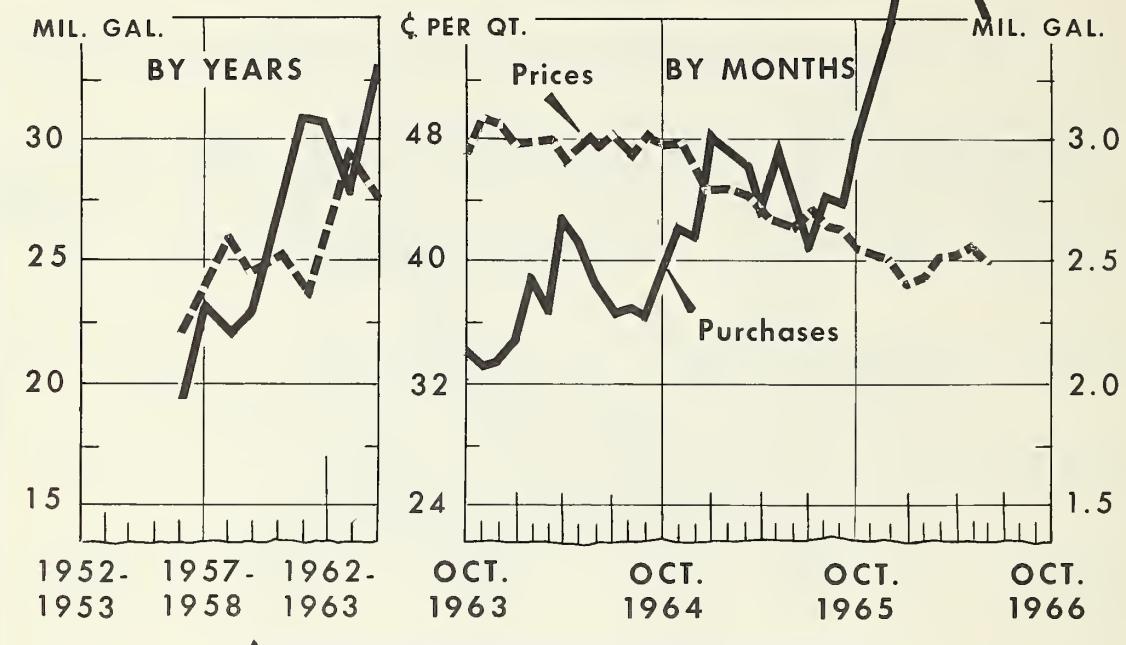
Table 1---FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average : 1964- : 1965- : 1964- : 1965- : 1964- : 1965- : Average : 1964- : 1965-	1957-61 : 1965 : 1966 : 1965 : 1966 : 1965 : 1966 : 1957-61 : 1965 : 1966	gallons	gallons	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	5,111	4,369	5,675	23.0	26.0	42.6	47.9	19.7	25.0	17.3
Nov.	4,970	4,090	5,519	23.1	26.2	39.6	46.3	19.9	25.2	17.3
Dec.	4,996	4,163	5,507	23.2	25.4	40.0	48.2	19.6	24.9	17.5
Oct.-Dec.	15,077	12,622	16,701	23.1	25.9	40.7	47.5		25.0	17.4
Jan.	5,312	5,076	6,401	25.3	27.0	44.9	51.9	19.6	22.8	16.7
Feb.	5,207	5,046	5,744	25.8	25.5	43.7	49.6	19.6	21.3	17.1
Mar.	5,172	4,931	5,709	25.5	25.6	43.6	49.0	19.6	21.1	17.8
Jan.-Mar.	15,691	15,053	17,854	25.5	26.0	44.1	50.2		21.7	17.2
Apr.	5,147	5,353	5,072	25.6	24.3	46.5	46.0	19.3	19.7	18.0
May	4,941	5,105	5,057	23.5	23.7	48.1	46.7	19.3	18.1	18.3
June	4,740	5,044	4,819	24.0	22.9	46.7	46.1	19.5	18.0	18.8
Apr.-June	14,828	15,502	14,948	24.4	23.6	47.1	46.3		18.6	18.4
July	4,601	4,801		23.5		45.3		19.6		17.8
Aug.	4,580	4,936		23.7		46.5		19.8		17.7
Sept.	5,111	5,596		25.6		48.2		19.6		17.4
July-Sept.	14,292	15,333		24.3		46.7				17.6
48-weeks	59,888	58,510		24.3		44.6		19.6		20.5

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid[△]



△ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538 ECONOMIC RESEARCH SERVICE

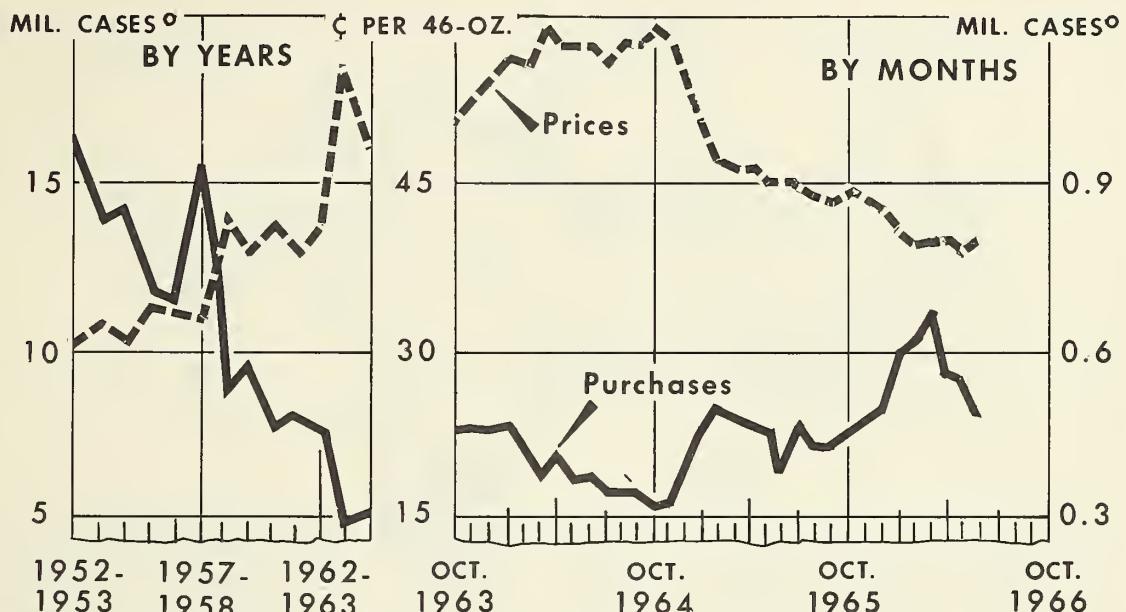
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart				
	Average : 1964- : 1965- : 1964- : 1965- : 1964- : 1965- : Average : 1964- : 1965-			1957-61 : 1965 : 1966 : 1965 : 1966 : 1965 : 1966 : 1957-61 : 1965 : 1966								
	1,000	1,000	1,000	gallons	gallons	gallons	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,950	2,475	3,004	5.3	6.6	103.4	99.1	39.7	47.8	40.9		
Nov.	2,017	2,627	3,219	5.8	6.8	103.7	105.6	40.2	47.6	40.6		
Dec.	1,911	2,604	3,494	5.4	7.1	105.9	107.5	40.0	46.6	40.1		
Oct.-Dec.	5,878	7,706	9,717	5.5	6.8	104.3	104.1		47.3	40.5		
Jan.	2,098	3,051	3,774	6.8	7.8	98.8	105.8	39.1	45.0	38.2		
Feb.	2,288	2,946	4,009	6.7	8.0	97.4	110.5	38.7	45.0	38.8		
Mar.	2,267	2,919	4,059	6.4	8.2	98.8	108.2	39.6	44.4	40.1		
Jan.-Mar.	6,653	8,916	11,842	6.6	8.0	98.3	108.2		44.8	39.1		
Apr.	2,239	2,742	3,744	6.1	7.4	99.2	111.5	39.3	43.2	40.1		
May	2,339	2,953	3,662	6.2	7.0	104.6	114.3	38.7	42.6	41.1		
June	2,291	2,768	3,508	6.2	7.0	99.4	110.0	38.3	42.3	39.8		
Apr.-June	6,869	8,463	10,914	6.2	7.1	101.1	111.9		42.7	40.3		
July	2,064	2,541	6.0			93.6		39.1	43.0			
Aug.	1,901	2,752	6.0			101.3		39.6	42.3			
Sept.	1,974	2,712	6.2			95.4		39.6	41.8			
July-Sept.	5,939	8,005	6.1			96.8			42.4			
48-weeks	25,339	33,090	6.1			100.1		39.3	44.3			

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

Δ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

Table 3---CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

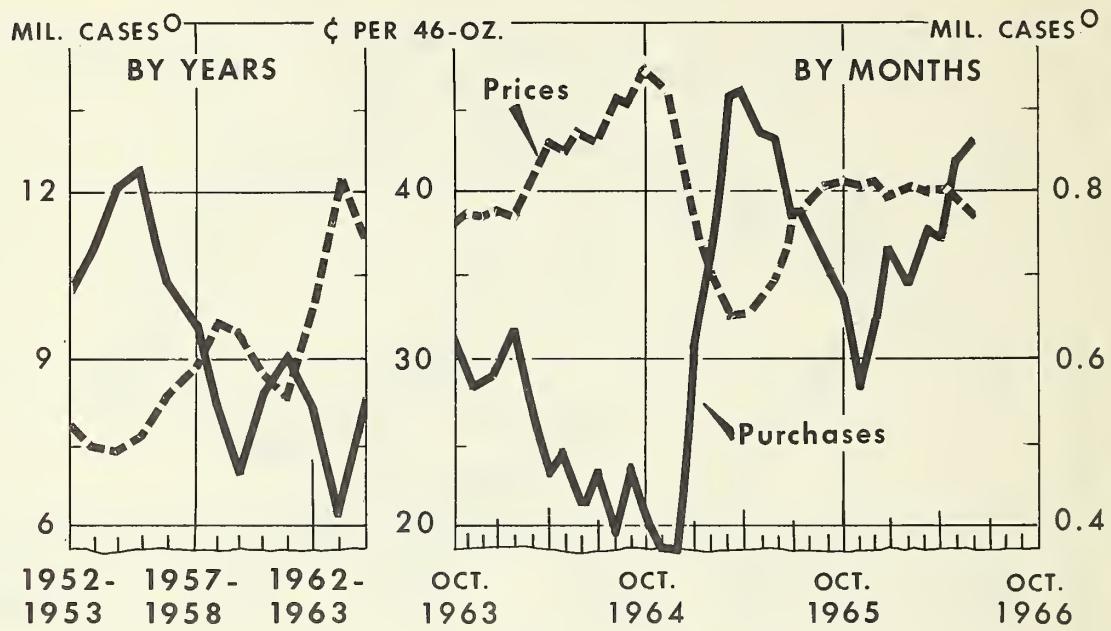
Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1964-1957-61		1965-1965		1964-1966		1964-1965		1965-1966	
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	323	443	3.0	3.8	82.5	87.3	37.8	58.7	43.9
Nov.	808	327	475	3.4	4.2	76.7	83.9	37.7	57.8	44.4
Dec.	754	392	494	3.8	4.3	77.1	85.6	38.1	53.8	42.8
Oct.-Dec.	2,414	1,042	1,412	3.4	4.1	78.8	85.6		56.6	43.7
Jan.	892	446	607	4.2	4.9	81.8	93.3	37.0	50.6	40.3
Feb.	909	497	626	4.4	5.1	86.3	94.0	37.5	47.0	39.3
Mar.	915	470	667	4.5	5.2	79.8	94.8	37.5	46.2	39.4
Jan.-Mar.	2,716	1,413	1,900	4.4	5.1	82.6	94.0		47.9	39.7
Apr.	881	460	548	3.9	4.6	88.8	89.2	37.8	46.3	39.7
May	838	453	543	3.9	4.5	88.7	91.0	37.9	45.3	39.3
June	806	396	478	3.6	4.0	83.6	89.8	37.7	45.0	39.9
Apr.-June	2,525	1,309	1,569	3.8	4.4	87.0	90.0		45.6	39.6
July	764	451	3.6			93.7		38.5	44.3	
Aug.	708	419	3.7			85.8		39.0	43.9	
Sept.	709	423	3.6			88.9		39.9	43.5	
July-Sept.	2,181	1,293	3.6			89.5			43.9	
48-weeks	9,836	5,057	3.8			84.5		38.0	48.1	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid^Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540 ECONOMIC RESEARCH SERVICE

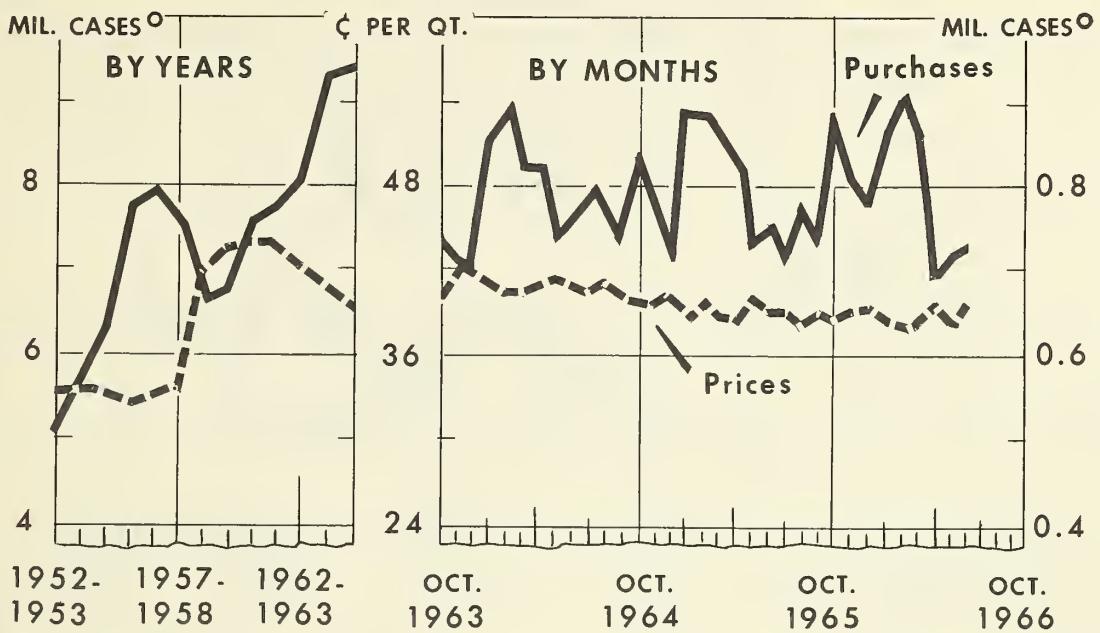
Table 4---CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can				
	Average : 1964- : 1965- : 1964- : 1965- : 1964- : 1965- : Average : 1964- : 1965-			1957-61 : 1965 : 1966 : 1965 : 1966 : 1965 : 1966 : 1957-61 : 1965 : 1966								
	Oct.	Nov.	Dec.	Oct.-Dec.	Jan.	Feb.	Mar.	Jan.-Mar.	Apr.	May	June	Apr.-June
	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
Oct.	772	404	674	3.3	5.0	93.1	101.5	30.3	47.3	40.7		
Nov.	683	379	569	3.5	4.3	82.6	99.4	30.7	46.5	40.4		
Dec.	643	371	650	3.4	4.6	83.3	106.5	30.4	44.1	40.6		
Oct.-Dec.	2,098	1,154	1,893	3.4	4.6	86.3	102.5	46.0	46.0	40.6		
Jan.	755	613	739	4.7	5.0	100.7	109.9	30.1	38.8	39.7		
Feb.	715	738	689	5.3	5.0	106.8	102.7	30.4	34.9	40.0		
Mar.	738	914	759	5.6	5.2	124.3	110.4	30.1	32.5	39.9		
Jan.-Mar.	2,208	2,265	2,187	5.2	5.1	110.6	107.7	35.0	35.0	39.9		
Apr.	793	916	748	5.8	5.4	120.0	102.7	29.1	32.7	39.9		
May	781	871	834	6.0	5.6	109.0	114.3	28.9	33.9	39.3		
June	714	862	864	5.8	5.6	113.7	114.5	29.2	35.2	38.5		
Apr.-June	2,288	2,649	2,446	5.9	5.5	114.2	110.5	33.9	33.9	39.2		
July	632	768		5.5		106.9		30.3	38.0			
Aug.	683	772		5.1		111.0		29.9	39.2			
Sept.	663	703		5.0		101.4		30.3	40.3			
July-Sept.	1,978	2,243		5.2		106.4		39.1				
48-weeks	8,572	8,311		4.9		104.4		30.0	37.3			

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

\circ EQUIVALENT 24 NO. 2⁵ 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541 ECONOMIC RESEARCH SERVICE

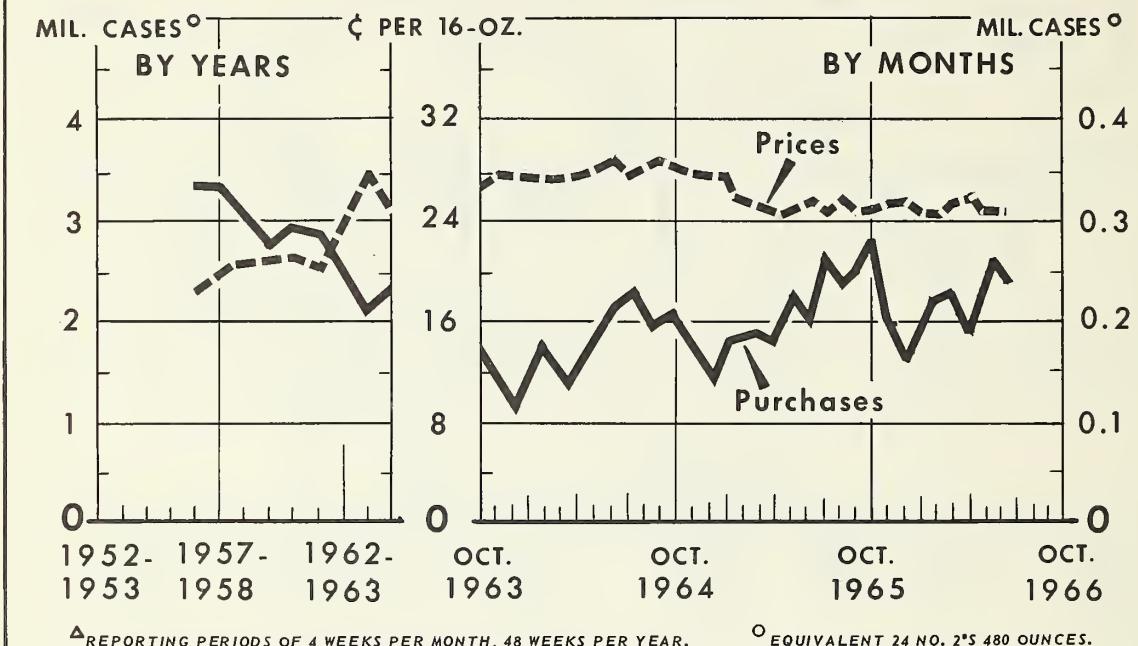
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1964- : 1965- : 1964- : 1965- : 1964- : 1965- : Average : 1964- : 1965-			1957-61 : 1965 : 1966 : 1965 : 1966 : 1965 : 1966 : 1957-61 : 1965 : 1966						
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	826	883	8.0	8.1	78.4	82.2	39.9	39.9	38.1
Nov.	598	776	810	7.6	7.6	79.2	80.9	40.5	39.3	38.8
Dec.	599	706	775	7.2	7.4	75.4	79.0	40.8	40.1	39.1
Oct.-Dec.	1,829	2,308	2,468	7.6	7.7	77.7	80.7		39.8	38.6
Jan.	652	893	865	8.5	7.9	80.0	81.0	40.9	38.3	38.5
Feb.	653	890	911	8.2	8.5	81.2	80.0	41.4	39.0	38.0
Mar.	654	856	863	8.5	8.3	76.0	78.6	41.5	38.6	38.2
Jan.-Mar.	1,959	2,639	2,639	8.4	8.2	79.1	79.9		38.6	38.2
Apr.	602	827	697	7.6	6.7	81.9	78.0	41.7	38.6	39.0
May	607	737	725	7.0	6.7	80.2	80.9	41.8	40.3	38.1
June	600	754	732	7.2	6.6	79.7	80.9	41.7	39.5	39.3
Apr.-June	1,809	2,318	2,154	7.3	6.7	80.6	79.9		39.4	38.8
July	571	715		6.8		79.6		41.7	39.5	
Aug.	569	774		7.1		82.3		41.6	38.1	
Sept.	602	745		7.1		79.9		41.7	38.8	
July-Sept.	1,742	2,234		7.0		80.6			38.8	
48-weeks	7,339	9,499		7.6		79.5		41.3	39.1	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid Δ



U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542 ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average	1964-	1965-	1964-	1965-	1964-	1965-	Average	1964-	1965-
	1957-61	1965	1966	1965	1966	1965	1966	1957-61	1965	1966
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	201	280	3.6	4.0	47.2	58.2	20.0	28.0	24.4
Nov.	249	161	205	2.6	3.4	52.5	50.5	20.3	27.7	24.8
Dec.	192	146	164	2.5	2.9	48.7	46.9	20.5	27.8	25.1
Oct.-Dec.	752	508	649	2.9	3.4	49.5	51.9		27.8	24.7
Jan.	245	179	194	3.3	3.3	46.0	48.9	20.2	26.4	24.5
Feb.	239	179	216	3.0	3.6	49.4	49.2	20.2	25.9	24.4
Mar.	225	184	229	3.0	3.4	51.5	55.4	20.4	25.5	25.2
Jan.-Mar.	709	542	639	3.1	3.4	49.0	51.2		25.9	24.7
Apr.	227	179	187	2.9	3.0	51.3	51.0	20.3	24.8	25.6
May	233	222	257	3.2	3.9	58.5	54.7	20.4	24.8	24.8
June	255	201	243	3.2	3.8	51.7	53.4	20.5	25.4	24.7
Apr.-June	715	602	687	3.1	3.5	53.8	53.0		25.0	25.0
July	264	252		3.4		61.0		20.7	24.6	
Aug.	253	236		3.5		56.1		20.4	25.2	
Sept.	284	247		3.6		56.7		20.4	24.8	
July-Sept.	801	735		3.5		57.9			24.9	
-48-weeks	2,977	2,387		3.2		52.6		20.4	25.8	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date 1/

Period 2/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	1963- 1964	1964- 1965	1965- 1966	1964- 1965	1965- 1966	1964- 1965	1965- 1966	1963- 1964	1964- 1965	1965- 1966
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,041	4,545	4,343	32.6	30.9	105.9	104.0	30.6	31.9	31.3
Nov.	4,619	4,563	4,362	33.8	32.2	102.3	101.0	31.5	32.3	31.6
Dec.	4,705	4,368	4,321	33.0	32.8	100.4	97.5	31.8	32.9	32.5
Oct.-Dec.	14,365	13,476	13,026	33.1	32.0	102.9	100.8	31.3	32.4	31.8
Jan.	5,106	4,661	4,644	34.1	33.9	102.9	102.4	32.0	32.2	31.4
Feb.	5,140	4,622	4,658	34.2	33.3	101.8	104.2	31.8	32.0	31.9
Mar.	4,982	4,736	4,790	35.0	34.2	102.1	104.2	31.9	31.8	32.2
Jan.-Mar.	15,228	14,019	14,092	34.4	33.8	102.3	103.6	31.9	32.0	31.8
Apr.	4,759	4,617	4,686	33.8	33.6	103.0	103.1	33.1	32.0	31.5
May	4,668	4,436	4,554	32.6	33.1	102.6	101.5	32.9	31.9	31.7
June	4,433	4,177	4,593	32.1	32.7	98.0	104.0	32.8	32.3	31.0
Apr.-June	13,860	13,230	13,833	32.8	33.1	101.2	102.9	32.9	32.1	31.4
July	4,328	3,854		30.8		93.4		32.6		32.6
Aug.	4,256	3,899		30.4		94.9		31.5		32.3
Sept.	4,220	4,382		31.7		102.5		32.1		31.3
July-Sept.	12,804	12,135		31.0		96.9		32.1		32.0
48-weeks	56,257	52,860		32.8		100.8		32.0		32.1

Table 8.--MISCELLANEOUS FROZEN CONCENTRATED JUICES: Consumer purchases, percentage of families buying, purchases per buying family and average price paid, October 1963 to date 3/

Period 2/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	1963- 1964	1964- 1965	1965- 1966	1964- 1965	1965- 1966	1964- 1965	1965- 1966	1963- 1964	1964- 1965	1965- 1966
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	932	905	906	6.6	6.5	30.6	31.2	20.7	21.1	19.8
Nov.	853	823	865	6.4	6.4	28.9	30.2	21.2	21.7	19.3
Dec.	725	725	846	6.1	6.2	26.8	30.9	21.4	21.8	19.6
Oct.-Dec.	2,510	2,453	2,617	6.4	6.4	28.8	30.8	21.1	21.5	19.6
Jan.	981	976	947	7.4	6.6	29.5	32.0	21.3	20.9	18.7
Feb.	1,007	917	1,081	6.7	7.1	30.7	33.4	21.0	20.8	18.2
Mar.	944	1,033	918	7.4	6.6	31.4	31.1	21.6	20.4	19.2
Jan.-Mar.	2,932	2,926	2,946	7.2	6.8	30.5	32.2	21.3	20.7	18.7
Apr.	1,102	930	860	6.8	6.5	30.8	29.3	21.1	20.2	18.6
May	828	952	810	6.8	5.6	31.3	32.2	21.5	20.2	19.3
June	834	809	825	6.2	6.3	29.1	29.8	21.0	20.0	19.2
Apr.-June	2,764	2,691	2,495	6.6	6.1	30.4	30.4	21.2	20.1	19.0
July	800	823		6.0		30.9		21.1		18.6
Aug.	832	814		6.2		30.0		20.6		18.7
Sept.	794	802		6.0		30.2		21.2		19.3
July-Sept.	2,426	2,439		6.1		30.4		21.0		18.9
48-weeks	10,632	10,509		6.6		30.0		21.1		20.3

1/ Includes citrus blends, and canned juices other than orange, grapefruit and prune. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. 3/ Includes citrus blends, and frozen concentrated juices other than orange.

Equivalent cases of 24 No. 2 cans ... 432 ounces per case.

Table 9.--TOTAL FROZEN CONCENTRATED FRUIT JUICES, AND FRUIT DRINKS: Consumer purchases and prices paid, October 1963 to date

Period 1/	Total frozen concentrated juices						Total frozen concentrated drinks					
	Purchases			Prices paid per			Purchases			Prices paid per		
	1963- : 1964- : 1965- : 1964- : 1965- : 1964- : 1965- : 1964- : 1965- : 1964- : 1965- : 1964- : 1965-	1964 : 1965 : 1966 : 1965 : 1966 : 1964 : 1965 : 1966 : 1965 : 1966 : 1965 : 1966					1963- : 1964- : 1965- : 1964- : 1965- : 1964- : 1965- : 1964- : 1965- : 1964- : 1965- : 1964- : 1965-	1964 : 1965 : 1966 : 1965 : 1966 : 1964 : 1965 : 1966 : 1965 : 1966 : 1965 : 1966				
	1,000	1,000	1,000	Cents	Cents		1,000	1,000	1,000	Cents	Cents	
	gallons	gallons	gallons				gallons	gallons	gallons			
Oct.	4,170	5,274	6,581	24.3	17.6		1,504	1,225	964	13.9	12.0	
Nov.	4,116	4,913	6,384	24.6	17.6		1,077	1,020	799	14.4	12.6	
Dec.	3,965	4,888	6,353	24.4	17.8		917	782	754	14.4	12.9	
Oct.-Dec.	12,251	15,075	19,318	24.4	17.7		3,498	3,027	2,517	14.2	12.5	
Jan.	4,379	6,052	7,348	22.5	17.0		1,201	882	671	14.4	12.8	
Feb.	4,290	5,963	6,825	21.2	17.3		1,126	782	636	14.4	12.9	
Mar.	4,438	5,964	6,627	21.0	18.0		1,131	915	663	14.4	12.2	
Jan.-Mar.	13,107	17,979	20,800	21.6	17.4		3,458	2,579	1,970	14.4	12.6	
Apr.	4,751	6,283	5,932	19.8	18.1		1,545	1,212	927	12.7	12.1	
May	4,400	6,057	5,867	18.4	18.4		3,247	2,783	1,921	10.8	10.6	
June	4,385	5,853	5,644	18.3	18.9		3,360	3,018	3,041	10.7	10.4	
Apr.-June	13,536	18,193	17,443	18.9	18.5		8,152	7,013	5,889	11.1	10.7	
July	4,149	5,624		17.9			4,281	3,212		10.5		
Aug.	4,122	5,750		17.8			2,999	2,922		10.4		
Sept.	4,522	6,398		17.6			2,073	1,767		10.7		
July-Sept.	12,793	17,772		17.8			9,353	7,901		10.5		
48-weeks	51,687	69,019		20.5			24,461	20,520		11.7		

Table 10.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average price paid, October 1963 to date 2/

Period 1/	Total purchases			Proportion of		Purchases per		Prices paid per			
				families buying		buying family		32-ounce jar			
	1963- : 1964- : 1965- : 1964- : 1965- : 1964- : 1965- : 1964- : 1965- : 1964- : 1965- : 1964- : 1965-	1964 : 1965 : 1966 : 1965 : 1966 : 1964 : 1965 : 1966 : 1965 : 1966 : 1964 : 1965									
	1,000	1,000	1,000	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents	
	gallons	gallons	gallons								
Oct.	194	227	278	1.3	1.2	40.3	51.4	77.9	74.2	65.9	
Nov.	256	279	332	1.6	1.5	41.6	50.8	68.9	72.7	67.2	
Dec.	222	256	384	1.4	1.7	42.6	51.7	71.3	72.1	66.8	
Oct.-Dec.	672	762	994	1.4	1.5	41.5	51.3	72.7	72.9	66.7	
Jan.	222	290	321	1.4	1.6	48.6	45.4	76.1	68.4	62.7	
Feb.	251	314	318	1.5	1.6	48.4	45.2	75.8	66.9	66.2	
Mar.	224	323	262	1.6	1.3	46.4	45.6	74.6	66.6	68.3	
Jan.-Mar.	697	927	901	1.5	1.5	47.8	45.4	75.5	67.3	65.6	
Apr.	280	308	273	1.5	1.4	47.8	44.1	74.5	67.2	67.5	
May	338	251	291	1.3	1.4	44.9	47.4	74.6	66.1	67.0	
June	312	299	283	1.6	1.6	44.0	39.9	76.2	69.2	68.5	
Apr.-June	930	858	847	1.5	1.5	45.6	43.8	75.1	67.5	67.7	
July	288	253		1.3		44.7		75.5	67.9		
Aug.	260	240		1.0		56.2		75.8	68.6		
Sept.	225	206		1.0		49.4		74.1	66.2		
July-Sept.	773	699		1.1		50.1		75.2	67.6		
48-weeks	3,072	3,246		1.4		46.2		74.6	68.8		

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks. 2/ These estimates, as for all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying, estimates for chilled salads particularly should be used with caution.

Table 11.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases				Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can			
	Average : 1964- : 1965- : 1966		1964- : 1965- : 1966		1964- : 1965- : 1966		1964- : 1965- : 1966		Average : 1964- : 1965- : 1966			
	1,000	cases	1,000	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents	Cents
Oct.	6,732	6,098	6,343	5,837	39.0	39.2	118.5	120.8	37.8	36.5		
Nov.	6,495	6,045	6,216	5,837	40.3	39.9	114.2	116.7	37.7	36.5		
Dec.	6,152	5,837	6,240	5,837	39.1	40.5	113.2	115.0	38.0	37.1		
Oct.-Dec.	19,379	17,980	18,799	18,799	39.5	39.9	115.3	117.5	37.8	36.7		
Jan.	6,931	6,613	6,855	6,855	41.2	42.2	121.3	122.1	37.1	36.1		
Feb.	6,940	6,747	6,884	6,884	41.7	42.1	121.8	122.0	36.6	36.4		
Mar.	7,015	6,976	7,079	7,079	43.3	42.5	122.2	124.0	35.8	36.5		
Jan.-Mar.	20,886	20,336	20,818	20,818	42.1	42.3	121.8	122.7	36.5	36.3		
Apr.	6,875	6,820	6,679	6,679	41.6	41.7	124.5	119.0	35.9	35.7		
May	6,817	6,497	6,656	6,656	40.6	41.1	121.2	121.2	36.1	35.8		
June	6,454	6,189	6,667	6,667	39.8	40.4	117.8	122.8	36.5	35.4		
Apr.-June	20,146	19,506	20,002	20,002	40.7	41.1	121.2	121.0	36.2	35.6		
July	6,013	5,788			38.0		114.2		37.2			
Aug.	5,892	5,864			37.8		115.5		37.0			
Sept.	5,995	6,253			39.3		118.2		36.0			
July-Sept.	17,900	17,905			38.4		116.0		36.7			
48-weeks	78,311	75,727			40.1		118.6		36.8			

Table 12.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases				Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can			
	Average : 1964- : 1965- : 1966		1964- : 1965- : 1966		1964- : 1965- : 1966		1964- : 1965- : 1966		Average : 1964- : 1965- : 1966			
	1,000	cases	1,000	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents	Cents
Oct.	2,858	4,723	4,435	4,435	23.0	21.1	154.0	156.8	32.0	31.6		
Nov.	2,577	4,222	3,967	3,967	21.6	20.3	149.6	146.4	32.8	32.0		
Dec.	2,635	4,263	4,155	4,155	22.0	20.7	145.3	149.5	32.3	32.5		
Oct.-Dec.	8,070	13,208	12,557	12,557	22.2	20.7	149.6	150.9	32.0	30.6		
Jan.	3,235	4,854	4,938	4,938	23.0	22.5	158.4	162.8	31.8	31.4		
Feb.	3,362	4,903	4,920	4,920	23.4	22.8	158.4	163.2	31.9	31.8		
Mar.	3,408	4,692	5,521	5,521	23.1	23.9	154.4	173.1	31.7	31.8		
Jan.-Mar.	10,005	14,449	15,379	15,379	23.2	23.1	157.1	166.4	31.7	30.0		
Apr.	3,558	4,992	5,699	5,699	23.4	25.5	160.8	165.6	31.7	31.2		
May	3,758	5,557	5,784	5,784	24.6	25.1	170.0	171.6	31.7	30.4		
June	4,027	5,525	6,070	6,070	25.1	25.9	165.3	174.6	31.3	30.2		
Apr.-June	11,343	16,074	17,553	17,553	24.4	25.5	165.4	170.6	30.6	29.7		
July	4,007	5,568			25.1		166.9		30.8	29.9		
Aug.	3,486	5,276			24.3		163.8		31.1	27.9		
Sept.	3,233	4,586			22.2		156.5		31.5	30.5		
July-Sept.	10,726	15,430			23.9		162.4		29.4			
48-weeks	40,144	59,161			23.4		158.6		31.7	30.9		

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 13.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases				Proportion of families buying		Purchases per buying family		Prices paid per dozen			
	1963- 1964	1964- 1965	1965- 1966	1964- 1965	1965- 1966	1964- 1965	1965- 1966	1963- 1964	1964- 1965	1965- 1966	1963- 1964	1964- 1965
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents	Cents	Cents
Oct.	12,673	13,527	16,556	16.2	18.0	17.7	19.2	62.3	67.1	60.5		
Nov.	20,614	22,962	25,270	25.8	27.0	18.8	19.5	59.7	56.4	50.3		
Dec.	40,586	41,422	38,840	41.4	36.7	21.2	22.0	55.8	58.7	51.6		
Oct.-Dec.	73,873	77,911	80,666	27.8	27.2	19.2	20.2	59.3	59.5	53.0		
Jan.	42,660	40,496	45,533	38.7	39.6	22.0	23.8	57.5	59.9	52.2		
Feb.	43,928	43,868	47,275	41.2	41.4	22.4	23.7	57.4	61.4	54.8		
Mar.	41,937	44,093	47,838	40.7	39.9	22.8	24.8	57.6	61.5	54.2		
Jan.-Mar.	128,525	128,457	140,646	40.2	40.3	22.4	24.1	57.5	61.0	53.8		
Apr.	35,406	36,822	40,736	34.9	35.6	22.1	23.6	61.2	63.1	57.4		
May	28,964	30,349	33,480	30.2	30.9	21.1	22.4	58.3	63.9	60.4		
June	21,673	20,502	21,658	22.9	22.1	18.8	20.2	56.3	63.7	60.8		
Apr.-June	86,043	87,673	95,874	29.3	29.5	20.7	22.1	58.6	63.5	59.2		
July	12,900	13,396		15.2		18.4		61.3	61.6			
Aug.	9,994	11,506		12.6		19.1		61.4	62.8			
Sept.	10,122	11,610		13.6		17.8		64.0	64.0			
July-Sept.	33,016	36,512		13.8		18.4		62.2	62.7			
48-weeks	321,457	330,553		27.8		20.2		58.5	61.5			

Table 14.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases				Proportion of families buying		Purchases per buying family		Prices paid per dozen			
	1963- 1964	1964- 1965	1965- 1966	1964- 1965	1965- 1966	1964- 1965	1965- 1966	1963- 1964	1964- 1965	1965- 1966	1963- 1964	1964- 1965
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Grape- fruit	Grape- fruit	Cents	Cents	Cents	Cents	Cents
Oct.	6,410	4,661	6,516	15.0	20.1	6.6	6.7	117.3	131.6	122.0		
Nov.	10,203	10,612	10,196	24.9	24.2	9.0	8.8	110.4	111.0	106.5		
Dec.	10,760	11,334	10,757	24.2	22.4	9.9	10.0	109.5	109.7	102.6		
Oct.-Dec.	27,373	26,607	27,469	21.4	22.2	8.5	8.5	111.7	114.1	108.6		
Jan.	12,880	14,300	13,053	28.3	26.0	10.6	10.4	110.7	100.6	103.8		
Feb.	13,057	14,514	13,154	27.6	25.6	11.1	10.6	110.8	98.9	111.0		
Mar.	12,027	15,201	13,556	28.6	25.7	11.2	10.9	117.2	100.4	109.7		
Jan.-Mar.	37,964	44,015	39,763	28.2	25.8	11.0	10.6	112.8	100.0	108.2		
Apr.	8,375	12,464	10,808	24.0	22.0	10.9	10.2	137.0	108.0	118.4		
May	4,370	7,203	6,975	16.7	16.3	9.0	8.8	154.2	123.2	138.8		
June	2,454	3,437	3,762	9.6	9.9	7.5	7.8	158.6	137.2	147.2		
Apr.-June	15,199	23,104	21,545	16.8	16.1	9.1	8.9	145.4	117.1	130.0		
July	1,028	1,613		4.6		7.4		155.2	140.5			
Aug.	726	1,059		3.5		6.2		160.5	154.2			
Sept.	559	1,006		3.6		5.9		172.1	155.0			
July-Sept.	2,313	3,678		3.9		6.5		160.9	148.4			
48-weeks	82,849	97,404		17.6		8.8		119.8	109.7			

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 15.—Equivalent single-strength purchases of orange and grapefruit juices, other juices, and fruit drinks, October 1963 to date 1/

Period 2/	Orange and grapefruit juices 3/			Other juices 4/			Canned single-strength fruit drinks			Frozen concentrated fruit drinks			Total all products		
	1963- 1964- cases	1964- 1965- cases	1965- 1966- cases	1963- 1964- cases	1964- 1965- cases	1965- 1966- cases	1963- 1964- cases	1964- 1965- cases	1965- 1966- cases	1964- 1965- cases	1964- 1965- cases	1964- 1965- cases	1964- 1965- cases	1964- 1965- cases	
Monthly	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	
Oct.	5,547	6,637	8,732	6,876	6,443	6,300	4,630	4,723	4,435	1,598	1,287	19,401	20,755	57,0	
Nov.	5,504	6,331	8,538	6,338	6,314	6,197	3,990	4,222	3,967	1,329	1,064	18,196	19,766	58,6	
Dec.	5,486	6,468	8,705	6,270	5,933	6,099	4,224	4,263	4,155	1,023	1,002	17,687	19,961	512,9	
Oct.-Dec.	16,537	19,436	25,975	19,484	18,596	18,596	12,844	13,208	12,557	3,950	3,353	55,284	60,482	59,4	
Jan.	5,706	7,978	10,049	7,124	6,711	6,631	5,994	4,854	4,938	1,153	892	20,696	22,510	58,8	
Feb.	5,664	8,088	9,310	7,221	6,599	6,850	5,624	4,903	4,920	1,024	846	20,614	21,926	56,4	
Mar.	5,739	8,092	9,394	6,925	6,816	6,742	5,471	4,692	5,521	1,210	886	20,810	22,545	58,3	
Jan.-Mar.	17,109	24,158	28,753	21,270	20,126	20,223	16,189	14,449	15,379	3,387	2,626	62,120	66,981	57,8	
Apr.	5,979	8,531	8,415	6,891	6,546	6,402	5,257	4,992	5,699	1,619	1,249	21,688	21,765	50,4	
May	5,842	8,448	8,455	6,383	6,301	6,239	6,213	5,557	5,784	3,796	2,630	23,902	23,108	53,3	
June	5,712	8,055	8,092	6,177	5,890	6,303	5,980	5,525	6,070	4,135	4,191	23,605	24,656	44,5	
Apr.-June	17,533	24,834	24,962	19,451	18,737	18,944	18,150	16,074	17,553	9,550	8,070	69,195	69,529	50,5	
July	5,446	7,661	6,067	5,544	5,201	5,68	5,201	5,68	5,201	4,407	4,407	23,180	22,180	50,4	
Aug.	5,299	7,855	6,105	5,638	5,198	5,276	4,051	4,011	4,051	2,407	2,407	21,631	21,631	50,5	
Sept.	5,910	8,561	5,895	6,077	4,937	4,586	4,586	4,586	4,586	10,825	10,825	67,591	67,591	50,5	
July-Sept.	16,655	24,077	17,967	17,259	16,636	15,430	16,636	15,430	16,636	10,825	10,825	67,591	67,591	50,5	
Cumulative															
Oct.	5,547	6,637	8,732	6,876	6,443	6,300	4,630	4,723	4,435	1,598	1,287	19,401	20,755	57,0	
Nov.	11,051	12,968	17,270	13,214	12,757	12,497	8,620	8,945	8,402	2,927	2,351	37,597	40,521	57,8	
Dec.	16,537	19,436	25,975	19,484	18,596	18,596	12,844	13,208	12,557	3,950	3,353	55,284	60,482	59,4	
Jan.	22,243	27,414	36,024	26,608	25,401	25,227	17,938	18,062	17,495	5,103	4,245	75,980	82,991	59,2	
Feb.	27,907	35,502	45,334	33,829	32,000	32,077	23,562	22,965	22,415	6,127	5,091	96,594	104,917	58,6	
Mar.	33,646	43,594	54,728	40,754	38,816	38,819	29,033	27,657	27,936	7,337	5,979	117,404	127,462	58,6	
Apr.	39,625	52,125	63,143	47,645	45,362	45,221	34,990	32,649	33,635	8,956	7,228	139,092	149,227	57,3	
May	45,467	60,373	71,598	54,028	51,663	51,460	41,203	38,206	39,419	12,752	9,858	162,994	172,335	55,7	
June	51,179	68,428	79,690	60,205	57,553	57,763	47,183	43,731	45,489	16,887	14,049	186,599	196,991	55,6	
July	56,625	76,089	66,272	63,097	53,384	49,299	21,294	25,305	25,305	21,294	21,294	209,779	232,559	55,6	
Aug.	61,924	83,944	72,277	68,735	74,812	74,812	58,882	54,275	54,275	21,712	21,712	232,559	254,190	55,6	
Sept.	67,834	92,505	78,172	74,812	74,812	74,812	63,819	59,161	59,161	21,712	21,712	254,190	254,190	55,6	

1/ Frozen concentrated juices converted to single-strength equivalent at 4 to 1; frozen concentrated fruit drinks, marketed at various concentrations, at 4,5 to 1. The latter is an approximation, since the product mix, which varies widely by season, is not known. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled, and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 16.—Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1964 to date 1/

Month and Year 2/ Year 3/	Frozen concentrated juices 3/			Chilled orange juice			Canned single-strength juices			Canned single- strength fruit drinks			Frozen concen- trated fruit drinks 3/		
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1964-65															
October	6.2	5.3	6.1	9.0	7.6	6.2	7.5	4.2	4.9	4.1	3.2	3.2	5.1		
November	6.3	5.4	6.2	8.9	7.5	6.1	7.4	4.2	4.9	4.2	3.3	3.3	5.2		
December	6.2	5.4	6.1	8.7	7.0	5.8	7.5	4.3	5.0	4.2	3.3	3.3	5.2		
January	5.7	5.2	5.6	8.4	6.6	5.1	7.2	4.2	4.9	4.1	3.3	3.3	5.0		
February	5.3	5.2	5.3	8.4	6.1	4.6	7.3	4.2	4.8	4.2	3.3	3.3	4.9		
March	5.3	5.1	5.2	8.3	6.0	4.2	7.2	4.2	4.7	4.2	3.2	3.2	4.8		
April	4.9	5.0	4.9	8.1	6.0	4.3	7.2	4.2	4.7	4.1	2.8	2.8	4.6		
May	4.5	5.0	4.6	8.0	5.9	4.4	7.6	4.2	4.7	4.0	2.3	2.3	4.2		
June	4.5	5.0	4.6	7.9	5.9	4.6	7.4	4.2	4.8	3.9	2.3	2.3	4.2		
July	4.4	4.6	4.5	8.1	5.8	5.0	7.4	4.2	4.8	3.9	2.3	2.3	4.1		
August	4.4	4.7	4.5	7.9	5.7	5.1	7.1	4.2	4.8	3.6	2.2	2.2	4.1		
September	4.4	4.8	4.4	7.8	5.7	5.3	7.3	4.1	4.7	4.0	2.3	2.3	4.3		
Season	5.2	5.1	5.2	8.3	6.3	5.1	7.3	4.2	4.8	4.0	2.8	2.8	4.6		
1965-66															
October	4.3	5.0	4.4	7.7	5.7	5.3	7.1	4.1	4.8	3.9	2.7	2.7	4.4		
November	4.3	4.8	4.4	7.6	5.8	5.3	7.3	4.1	4.8	4.0	2.8	2.8	4.5		
December	4.4	4.9	4.4	7.5	5.6	5.3	7.3	4.2	4.8	4.0	2.9	2.9	4.6		
January	4.2	4.7	4.2	7.2	5.3	5.2	7.2	4.1	4.7	3.9	2.9	2.9	4.4		
February	4.3	4.6	4.3	7.3	5.1	5.2	7.1	4.2	4.8	3.9	2.7	2.7	4.5		
March	4.4	4.8	4.5	7.5	5.1	5.2	7.2	4.2	4.8	3.9	2.7	2.7	4.5		
April	4.5	4.6	4.5	7.5	5.2	5.2	7.3	4.1	4.6	3.9	2.7	2.7	4.4		
May	4.6	4.8	4.6	7.7	5.1	5.1	7.1	4.1	4.7	3.9	2.3	2.3	4.3		
June	4.7	4.8	4.7	7.5	5.2	5.0	7.4	4.0	4.6	3.9	2.2	2.2	4.2		
July															
August															
September															
Season															

1/ Based on prices paid per specified unit: Frozen concentrated juices and fruit drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ 4-weeks (28-days) per month; 48-weeks per season. 3/ Frozen concentrated juices converted to ready-to-drink basis at 4 to 1; frozen concentrated fruit drinks approximated at 4.5 to 1. See table 15. 4/ Includes citrus blends.

Table 17.--Expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1964, to date 1/

Month and year <u>2/</u>	Frozen		Concentrated		Chilled		orange juice		Orange juice		Grapefruit		Prune juice		Misc.		All		fruit		grapefruit		oranges		grapefruit	
	juices		juice		orange juice		Orange juice		Grapefruit		Prune juice		Misc.		All		fruit		grapefruit		oranges		grapefruit			
	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	Dol.	
<u>1964-65</u>																										
October	1.78	1.08	1.54	1.05	.96	.98	.73	.98	.06	.04	.93	.72	.93	.03	.03	.04	.06	.83	.91	.95	.96	.97	.99	.89	.72	
November	1.66	1.05	1.54	.97	.84	.97	.72	.72	.03	.03	.93	.71	.93	.03	.03	.03	.03	.85	.85	.96	.96	.96	.99	.83	.83	
December	1.66	.97	1.54		.90	.80	.95	.72			.93												1.04	.90		
January	1.71	1.03	1.39	.90	.85	.96	.72	.98	.08	.08	.76	.71	.97	.09	.09	.09	.09	.80	.80	.97	.97	.97	.99	.99	.91	
February	1.55	1.06	1.37	.88	.81	.99	.71	.95	.07	.07	.76	.71	.95	.05	.05	.05	.05	.82	.82	.97	.97	.97	.99	.99	.93	
March	1.53	1.07	1.37	.80	.88	.92	.71	.92			.76	.71	.95												.93	
April	1.53	1.04	1.34	.89	.85	.99	.72	.97	.09	.09	.80	.71	.95	.12	.12	.12	.12	.80	.80	.97	.97	.97	.99	.98	.98	
May	1.45	1.05	1.39	.87	.80	1.01	.71	.93	.08	.08	.91	.71	.93	.12	.12	.12	.12	.82	.82	.95	.95	.95	.97	.97	.92	
June	1.40	.97	1.32	.82	.87	.98	.69	.93			.91	.71	.93					.82	.82	.95	.95	.95	.99	.95	.85	
July	1.34	.96	1.26	.90	.88	.98	.66	.92	.09	.09	.94	.67	.93	.99	.99	.99	.99	.88	.88	.95	.95	.95	.97	.97	.87	
August	1.37	.94	1.34	.82	.94	.98	.66	.92			.94	.67	.93					.88	.88	.95	.95	.95	.98	.98	.80	
September	1.40	.97	1.25	.84	.89	.97	.70	.93	.04	.04	.93	.70	.93	.04	.04	.04	.04	.88	.88	.95	.95	.95	.95	.95	.76	
Season	1.53	1.02	1.39	.89	.86	.97	.70	.95			.91	.70	.95					.85	.85	.99	.99	.99	.99	.99	.86	
<u>1965-66</u>																										
October	1.38	1.03	1.27	.83	.90	.98	.71	.96	.03	.03	.93	.70	.93	.98	.98	.98	.98	.89	.89	.97	.97	.97	.99	.99	.68	
November	1.34	.97	1.34	.81	.87	.98	.69	.78			.93	.69	.93	.01	.01	.01	.01	.74	.74	.81	.81	.81	.81	.81	.78	
December	1.41	1.01	1.35	.80	.94	.97	.69	.69			.93		.93					.74	.74	.94	.94	.94	.94	.94	.85	
January	1.44	1.00	1.26	.82	.95	.97	.70	.96	.07	.07	.93	.72	.96	.12	.12	.12	.12	.87	.87	.97	.97	.97	.99	.99	.90	
February	1.41	1.01	1.34	.80	.89	.95	.74	.73			.93	.73	.95					.75	.75	.93	.93	.93	.93	.93	.90	
March	1.45	.99	1.36	.81	.96	.94	.73	.73			.93		.95					.87	.87						.90	
April	1.38	.91	1.40	.77	.89	.95	.71	.92	.07	.07	.93	.70	.94	.10	.10	.10	.10	.82	.82	.93	.93	.93	.93	.93	.1.13	
May	1.42	1.04	1.47	.78	.97	.96	.70	.94			.93	.70	.95	.12	.12	.12	.12	.82	.82	.85	.85	.85	.85	.85	1.01	
June	1.44	.95	1.37	.78	.96	.99	.70	.95			.93	.70	.95					.82	.82	.86	.86	.86	.86	.86	.96	
July																										
August																										
September																										
Season																										

1/ Based on prices paid per specified unit: Frozen concentrated juices, 6-ounce; chilled orange juice, 6-ounce; prune juice, 6-ounce; and chilled citrus salads, 32-ounce; canned single-strength fruit drinks, and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounces; and per dozen fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 18.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1964 to date 1/

Month and year 2/	Frozen concentrated juices	Orange juice	Misc. 3/	Canned single-strength juices			Canned grapefruit	Frozen concentrated fruit	Canned citrus	Chilled salads	Fresh oranges	Fresh grapefruit	Total
				Orange	Grapefruit	Fruit	Misc.	Drinks					
				1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
1964-65													
Oct.	23,301	4,074	4,732	1,781	1,795	4,449	13,616	14,016	3,639	1,688	674	9,077	6,134
Nov.	21,987	3,810	5,002	1,775	1,655	4,117	13,841	12,688	3,125	1,338	811	12,951	11,779
Dec.	22,114	3,372	4,854	1,981	1,537	3,822	13,496	13,011	2,410	1,218	738	24,315	12,433
Jan.	24,689	4,352	5,492	2,119	2,334	4,617	14,095	14,314	2,714	1,418	793	24,257	14,386
Feb.	22,929	4,069	5,303	2,194	2,419	4,686	13,890	14,642	2,499	1,391	840	26,935	14,354
March	22,196	4,496	5,184	2,039	2,790	4,461	14,144	14,012	2,803	1,408	860	27,117	15,262
April	22,497	4,008	4,738	2,000	2,813	4,309	13,875	14,627	3,275	1,332	828	23,235	13,461
May	19,712	4,102	5,032	1,927	2,773	4,010	13,289	15,865	6,397	1,652	664	19,393	8,874
June	19,369	3,452	4,683	1,674	2,850	4,021	12,670	15,670	6,893	1,532	828	13,060	4,716
July	18,231	3,266	4,371	1,876	2,741	3,813	11,799	15,635	7,299	1,860	687	8,252	2,266
Aug.	18,638	3,247	4,656	1,727	2,842	3,981	11,827	13,824	6,461	1,784	659	7,226	1,633
Sept.	20,772	3,302	4,534	1,728	2,661	3,902	12,881	13,136	4,030	1,838	545	7,730	1,559
Season	256,435	45,550	58,581	22,821	29,210	50,188	159,423	171,440	51,365	18,459	8,927	203,248	106,857
1965-66													
Oct.	20,944	3,827	4,915	1,826	2,576	4,542	12,766	12,578	2,472	2,050	733	10,016	7,950
Nov.	20,368	3,561	5,228	1,981	2,159	4,243	12,945	11,437	2,151	1,525	892	12,711	10,859
Dec.	20,559	3,537	5,604	1,986	2,478	4,091	13,188	12,996	2,072	1,235	1,026	20,041	11,037
Jan.	22,804	3,778	5,767	2,297	2,755	4,496	13,695	13,959	1,836	1,426	805	23,768	13,549
Feb.	20,954	4,197	6,222	2,310	2,588	4,673	13,925	13,862	1,753	1,581	842	25,907	14,601
March	21,679	3,760	6,511	2,468	2,844	4,450	14,485	15,503	1,726	1,731	716	25,928	14,871
April	19,476	3,412	6,005	2,043	2,803	3,670	13,862	15,949	2,393	1,436	737	23,382	12,797
May	19,742	3,335	6,020	2,004	3,078	3,729	13,527	16,133	4,358	1,912	780	20,222	9,681
June	19,327	3,379	5,585	1,791	3,124	3,884	13,372	16,874	6,765	1,801	775	13,168	5,538
July													
Aug.													
Sept.													
Season													

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen oranges and grapefruit. 2/ 4 weeks (28 days) per month; 48-weeks per season. 3/ Includes citrus blends.

Table 19.--Summary of consumer purchases, single-strength equivalent basis, prices paid, and expenditures for citrus fruit juices, drinks and other products, April-June 1965 and 1966 1/

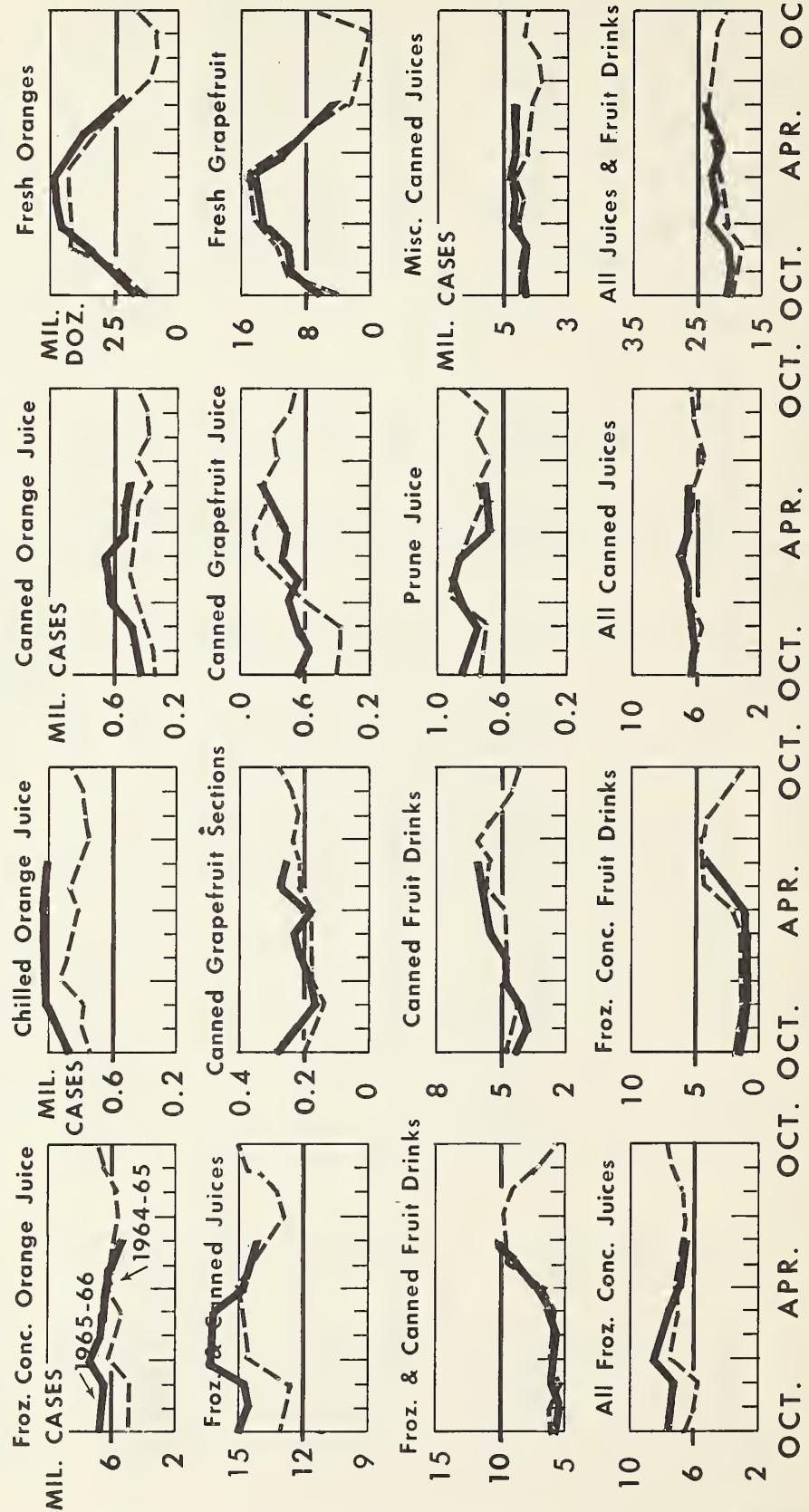
Product	Purchases			Prices paid per			Expenditures		
	Volume	Share of market	6-ounce serving and per dozen fruit	Monthly average 2/ per buying family 2/			All families		
				Apr.-	Apr.-	Apr.-	Apr.-	Apr.-	Apr.-
Apr.-	Apr.-	Apr.-	Apr.-	Apr.-	Apr.-	Apr.-	Apr.-	Apr.-	Apr.-
June	June	June	June	June	June	June	June	June	June
1965	1966	1965	1966	1965	1966	1965	1966	1965	1966
Juices									
<u>Frozen concentrated:</u>									
Orange	1,000 cases 3/	1,000 cases 3/	Per. 25.5	Per. 4.6	Per. 1.41	Dol. 1.41	Dol. 61,578	Dol. 58,542	Dol. 4.9
Miscellaneous	18,369	17,714	-3.6: 26.6	-4.6: 4.6	-1.3: 5.5	-1.3: 1.02	-3.2: .97	-5.2: 11,562	-12.4
Total concentrated	3,189	2,957							
Chilled orange	21,558	20,671	-4.1: 31.2	29.7	4.7	4.6 - 1.9:	---	73,140	68,671
Canned single-strength:									
Orange	2,507	3,233	+29.0: 3.6	4.7	8.0	7.6 - 5.5:	1.35	1.41 + 4.7	14,453
Grapefruit	1,309	1,569	+19.9:	1.9	2.3	5.9	5.2 - 13.0:	.86	.78
Prune	2,649	2,446	-7.7:	3.8	3.5	4.4	5.1 + 15.6:	.84	.94
Miscellaneous	2,318	2,154	-7.1:	3.4	3.1	7.4	7.3 - 1.7:	.99	.97
Total canned	13,230	13,833	+ 4.6: 19.1	19.9	4.2	4.1	- 2.1:	.71	.70
Total juices	19,506	20,002	+ 2.5: 28.2	28.8	4.7	4.6 - 1.5:	.95	.94	- 1.4
Fruit Drinks	43,571	43,906	+ .8: 63.0	63.2	5.8	5.6 - 3.5:	---	---	153,804
<u>Frozen concentrated</u>									
Canned single-strength	9,550	8,070	-15.5: 13.8	11.6	2.5	2.4 - 3.2:	---	---	16,565
Total fruit drinks	16,074	17,553	+ 9.2: 23.2	25.2	4.0	3.9 - 2.9:	1.10	1.10	0
<u>Total Juices & Fruit Drinks</u>	25,624	25,623	0	37.0	36.8	3.2	3.1 - 3.2:	---	62,727
<u>Processed Citrus Fruit:</u>	69,195	69,529	+ .5: 100.0	100.0	4.8	4.6 - 3.4:	---	---	216,531
<u>Canned grapefruit sections:</u>	602	687	+14.1:	---	9.4	9.4 + .4:	.84	.83	- 1.6
Chilled salads & sections	1,000 gal.	1,000 gal.	---	---	12.7	12.7 + .3:	.96	.93	- 3.5
Fresh Citrus Fruit:	1,000 doz.	1,000 doz.	---	---	cents per doz.	cents per doz.	---	2,320	- 1.2
Oranges	87,673	95,874	+ 9.4:	---	.64	.63: 1.09	0	55,688	56,772
Grapefruit	23,104	21,545	- 6.7:	---	1.23	1.35 + 9.8:	.99 + 8.4	27,051	28,016
<u>TOTAL EXPENDITURES</u>	---	---	---	---	---	---	---	306,106	307,899

1/ Includes three 4-week periods or 12 weeks. See tables 1-14. Calculations made from unrounded data. 2/ Simple average of monthly expenditures. 3/ Frozen concentrated juices converted to single-strength equivalent at 4 to 1, and concentrated fruit drinks at 4.5 to 1. The latter is an approximation since purchases by concentration, which vary widely by season, are not known.

Equivalent cases of 24 No. 2 cans ... 432 ounces per case.

CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

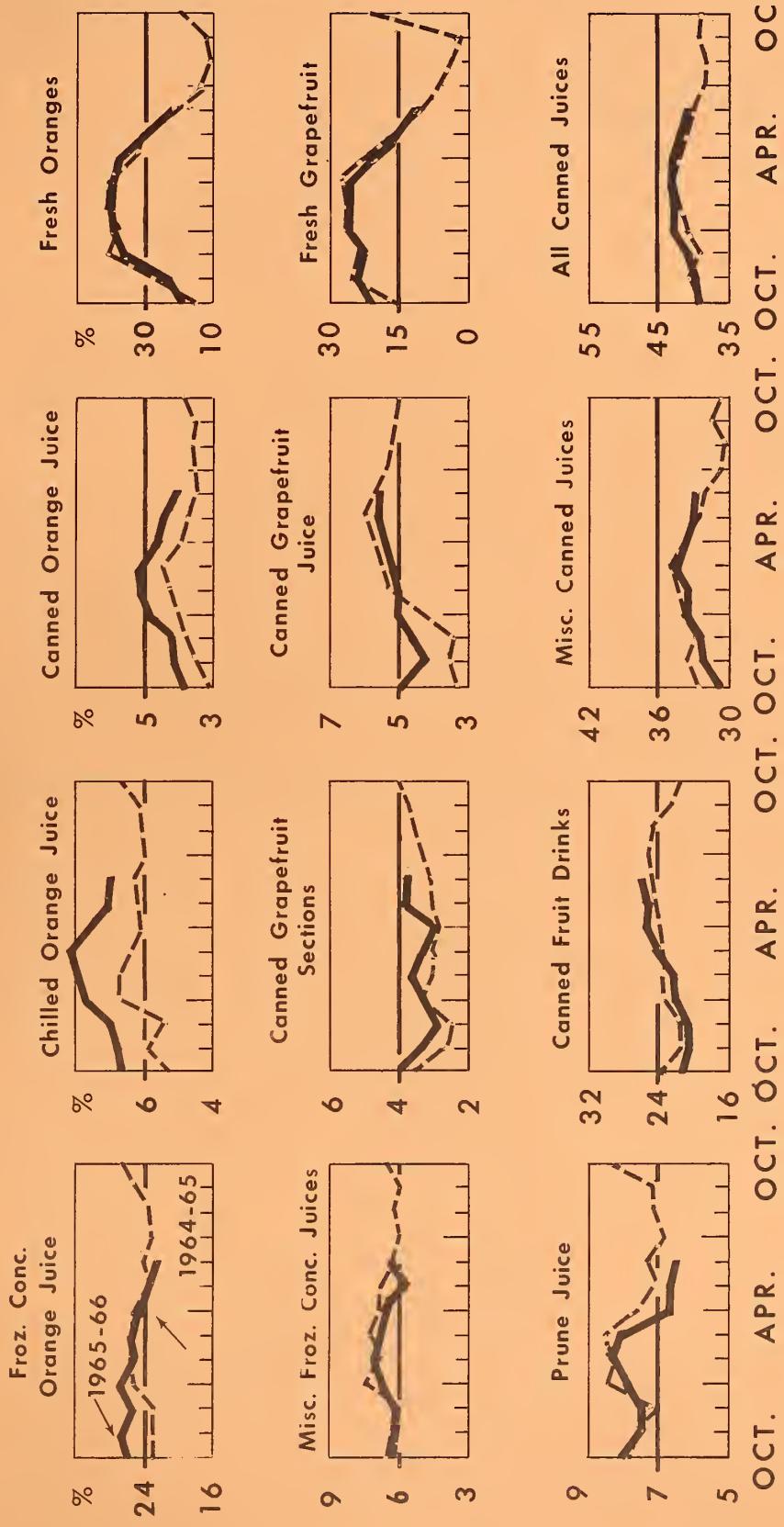
Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 7

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 8

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 2570 ECONOMIC RESEARCH SERVICE

Washington D. C. 20250

Official Business

CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit

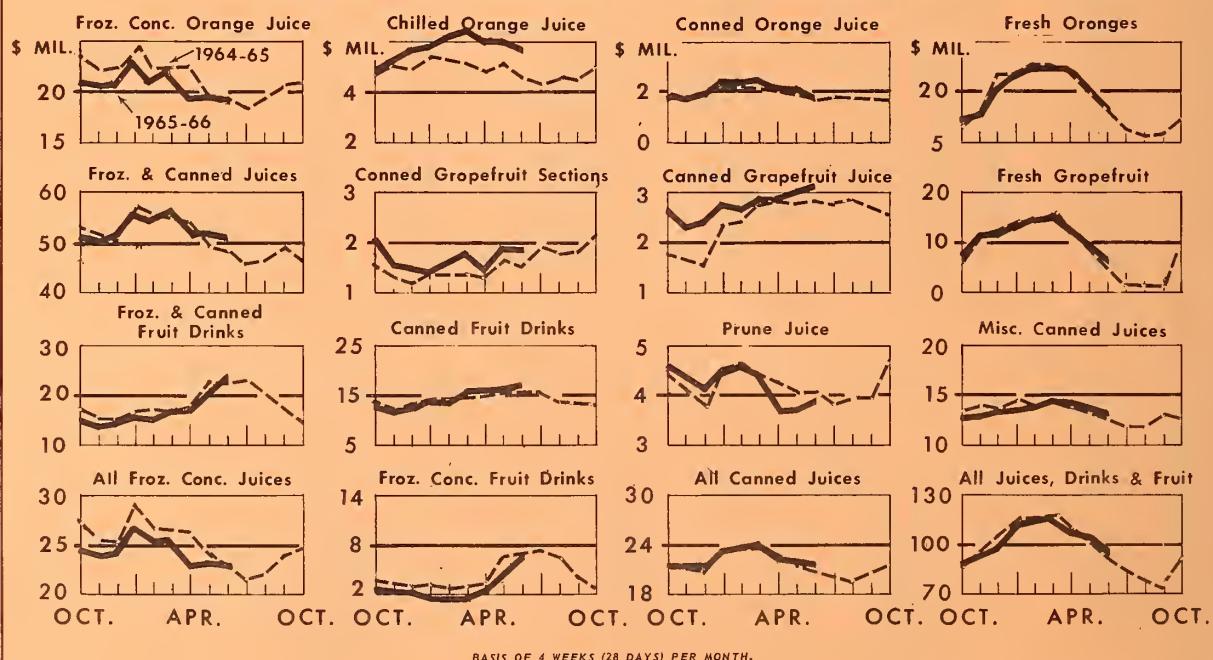


Figure 9

U. S. DEPARTMENT OF AGRICULTURE

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